

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (currently amended) A system providing associated links in content viewable by a computing browser-type application capable of receiving and displaying content, comprising:  
a helper object embodied in at least one computer readably medium in the system,  
said helper object cooperating with the computing browsing application to parse the content  
and wherein said helper object does not cooperate with any other content viewing  
application; and  
a recognizer embodied in at least one computer readably medium in the system, said  
recognizer cooperating with said helper object to compare said content with a predefined list  
of key-phrases and/or syntactic rules for recognizing key-phrase candidates.
2. (previously presented) The system as recited in claim 1, further comprising at least  
one action handler, said at least one action handler executing at least one pre-defined action  
related to said associated links.
3. (previously presented) The system as recited in claim 1, further comprising an  
associated link update engine, said associated link update engine operating to automatically  
update said predefined list of associated links key-phrases and/or syntactic rules.
4. (previously presented) The system as recited in claim 1, wherein said computing  
browser-type application comprises a content browser computing application.
5. (original) The system as recited in claim 1, wherein said helper object further  
comprises a first listener and a second listener.
6. (previously presented) The system as recited in claim 5, wherein said first and second  
listeners comprise at least one set of instructions to monitor and be response responsive to  
interaction with said computing browser-type application.
7. (previously presented) The system as recited in claim 1, wherein said associated links  
offer features comprising any of a group comprising: additional associated links, search  
operations, additional content, and execution of cooperating computing applications include

at least one of of an additional associated link, functionality for a search operation, functionality for displaying additional content, and functionality for executing a cooperating computing application.

8. (previously presented) The system recited in claim 7, wherein when said associated links includes an additional associated link, said additional associated link is links are related to an underlying associated link.

9. (previously presented) The system as recited in claim 7, wherein when said associated links includes functionality for displaying additional content, said additional content is related to an underlying associated link.

10. (original) The system as recited in claim 1, wherein said computing browser-type application resides on a client computer of a networked computer environment.

11. (original) The system as recited in claim 10, wherein said received content is received from at least one computer server of said networked computer environment.

12. (previously presented) A method providing associated links in online content, comprising the steps of:

receiving online content by a computing application from a cooperating content server over a communications network;

parsing said received online content by a helper object to generated generate parsed online content, said helper object cooperating with said computing application and wherein said helper object does not cooperate with any other content viewing application;

comparing said parsed online content by at least one recognizer to a predefined list of associated links to identify match true associated links; and

incorporating match true associated links in said received online content by said computing application to generate processed content for display to participating users.

13. (original) The method as recited in claim 12, further comprising the steps of:

displaying said generated processed content to participating users through a cooperating display device; and

monitoring activity by said participating users with said match true associated links of generated processed content to offer content associated with said associated links.

14. (original) The method as recited in claim 13, wherein said monitoring step comprises the steps of:

executing a first listener, said first listener monitoring activity with the top level computing applications session; and

executing a second listener, said second listener monitoring activity with all other computing application sessions.

15. (original) The method as recited in claim 12, further comprising the step of:

executing said match true associated links upon interaction from participating users, said interaction being realized through at least one input from a user interface interfacing with said match true associated links.

16. (original) The method as recited in claim 15, wherein said executing step comprises the step of:

aggregating content associated with said executed associated link; said aggregated content comprising any of a group comprising additional associated links, additional relevant content related to said executed content, execution commands for search operations, and execution commands to launch cooperating computing applications; and

generating an interactive display pane, said interactive display pane populated with said aggregated content.

17. (original) The method as recited in claim 12, wherein said parsing step comprises the step of:

separating said received online content into phrases; and  
communicating said phrases to said recognizer.

18. (original) The method as recited in claim 12, wherein said comparing step comprises the step of:

processing said phrases to identify any words that are contained in said predefine list of associated links.

19. (original) The method as recited in claim 12, wherein said incorporating step comprises the step of:

highlighting said match true associated links such that they appear having a different color and/or format than surrounding non-associated link content.

20. (previously presented) A computer readable medium having stored thereon a plurality of computer executable instructions for performing the method of steps as recited in claim 12.

21. (currently amended) A method to automatically update a predefined list of associated links in a system capable of providing associated links in content viewable by a computing browser-type application capable of receiving and displaying content, wherein the system includes a helper object embodied in at least one computer readably medium in the system cooperating with the computing browsing application to parse the content and wherein said helper object does not cooperate with any other content viewing application and a recognizer embodied in at least one computer readably medium in the system cooperating with the helper object to compare the content with the predefined list of key-phrases and/or syntactic rules for recognizing key-phrase candidates, comprising:

providing an update engine on a computing application incorporating associated links in online content;

upon the passing of a predefined event, said update engine communicating with an update server to obtain data indicative of an updated associated link list; and

replacing existing predefined associated link lists with obtained associated link lists.

22. (previously presented) The method recited in claim 21, wherein said replacing step comprises the step of:

modifying said existing predefined associated link lists to include data on said obtained associated link lists.

23. (previously presented) A computer readable medium having stored thereon a plurality of computer readable instructions for performing the method of steps recited in claim 21.